

PERMUTIT

Presents



**THE HOME APPLIANCE
THAT TURNS HARD WATER
INTO **SOFT WATER****

- CONSERVES FUEL
- CUTS PLUMBING BILLS
- LENGTHENS LIFE OF FABRICS
- SAVES SOAP
- GUARDS HEALTH
- LESS WORK—MORE COMFORT



Your family uses 260 TONS of water every year!

Ever stop to think how important water is in your home? You use it for drinking, cooking, dish-washing, scrubbing, bathing, shaving, laundering, heating. A recent survey shows that the average single-family home uses about 180 gallons of water every day. That is more than 260 tons a year! So it's important to make sure that you get *good* water.

Why you have hard water . . .

When water starts from the clouds it's pure. But as it falls to earth, it picks up dirt and dust from the air. Then it seeps into the ground, dissolves minerals out of the rock—especially the lime and magnesium that make water hard. By the time it's pumped into your water system, it's likely to contain a good many impurities, such as hardness, dirt, iron, corrosive acids and may have bad taste and odor. Permutit removes these impurities.



Your Government says . . . "Soft water will be as necessary for comfort . . . as ice, gas and electricity."

"In the near future the residents of those sections where hard waters prevail will no longer be willing to endure the discomfort and expense of hard water . . . Indeed, the day is fast approaching when soft water will be as necessary for the comfort of the household as ice, gas and

electricity are now." (*U. S. Dept. of Commerce, Bureau of Mines, Bulletin 328*) • "It takes only half as much soap to make suds in soft water as in hard. Soft water is a protection to the skin, and in fact soft water aids immeasurably in all household tasks, including cooking." . . .

(*Release from Federal Housing Administration*) • "The life of clothes washed in hard water is shortened by from 20% to 40%. Washing soda, ammonia, lye and similar chemicals do not eliminate the difficulty." (*N. Y. State Dept. of Health, quoted in House & Garden, Feb. 1935.*)

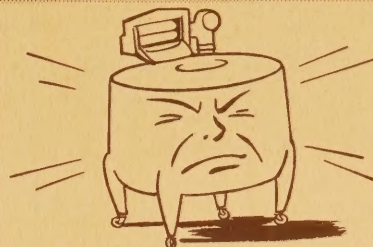
Are you putting up with these hard water hardships?



Wasted fuel: Hard water scale inside heating coils *insulates* against heat, wastes fuel. Scale can eventually ruin plumbing.



Skimpy suds: Hard water eats up soap, but gives only stingy lather. Soap forms a sticky curd, instead of fluffy, long-lasting suds.



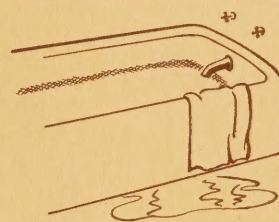
Faulty operation of appliances: Hard water reduces the efficiency of household appliances. It often causes repair bills.



Skin rashes, germs: Perfect cleanliness is impossible with hard water. Dirt-bearing film clings to dishes, washbowls, and skin.



Hard, rough skin: Hard water leaves skin drawn, pores clogged, hair lusterless. Soft water preserves natural beauty of skin.



Bathtub ring and scum: That "ring around the bathtub" is limestone in hard water and soap which makes an unsanitary, ugly scum.



Stiff, discolored washes: Home-laundried things come out gray, board-like. Hard-water curd stays in clothes, holds in the dirt.



Quickly worn-out fabrics: Hard rubbing plus softening compounds, greatly shorten the life of fabrics washed in hard water.



Greasy, unsanitary film on dishes: Washed in hard water, dishes must be literally *wiped* clean, because the film can't be rinsed off.

THE HIGH COST OF HARD WATER



Note rising costs as hardness increases

ANNUAL PER CAPITA COSTS OF SOME HOUSEHOLD ITEMS

Based on a survey of average homes of good type*

HARDNESS (in grains per gallon)	1	6	12	23	35
SOAP	\$ 7.35	\$11.35	\$13.99	\$17.76	\$19.36
FABRICS	35.30	39.21	44.11	54.03	64.70
WATER HEATER FUEL	3.80	4.42	5.20	6.80	8.47
WATER HEATER SERVICE	.09	.36	.85	1.33	1.65
PLUMBING	.60	.88	1.38	2.45	3.52
TOTAL	\$47.14	\$56.22	\$65.53	\$82.37	\$97.70

*Calculations by Curtis A. Mees, independent consulting engineer

Here's an easy cure

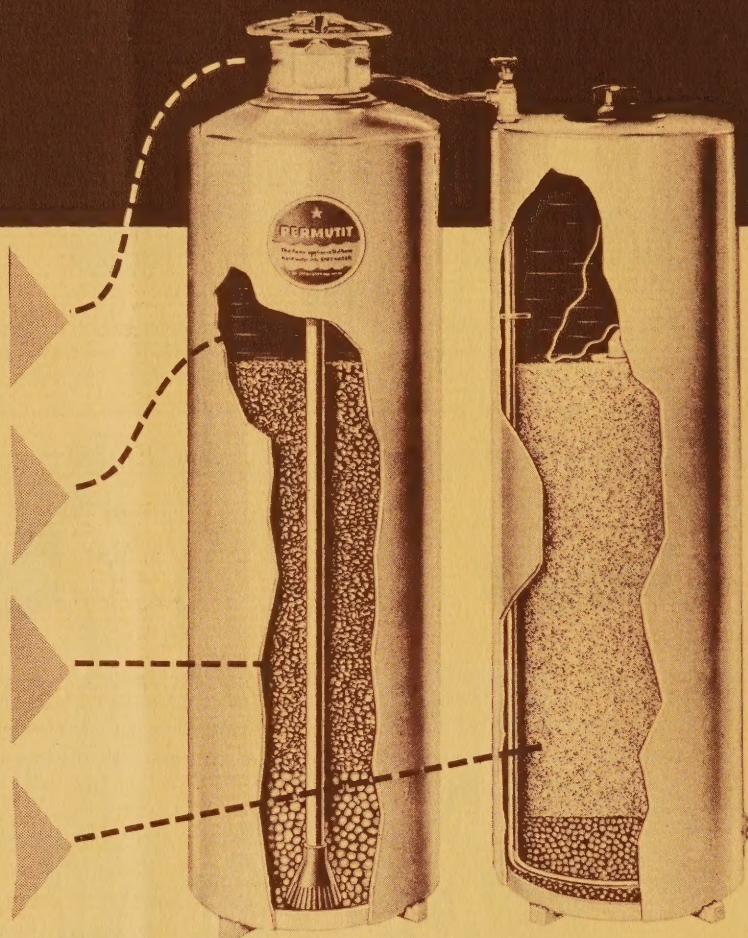
Here's how Permutit makes your entire water supply SOFT . . .

The Permutit Home Water Conditioner is a simple unit, easily installed. It's attached to your water main. Hard water flows in one pipe, soft water out the other.

As hard water flows down through the unit, dirt and other foreign matter is caught and removed.

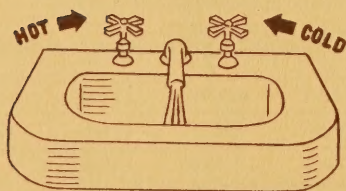
The hard water flows through bed of zeolite, which absorbs the hardness. It also removes iron from many water supplies, often improves taste and odor. Water then flows soft and clean into the plumbing system.

After a large amount of water has been softened, the absorbed hardness must be removed from the zeolite. This "regeneration" is done by brine from tank containing salt. Leaves no salty taste, for no salt remains in the water you use.



Other comparable equipment can be installed to remove excessive taste, odor, iron — to neutralize corrosive waters, to filter out dirt.

SOFT WATER FROM EVERY FAUCET



The Permutit Home Water Conditioner gives you soft, clean water at every faucet whether hot or cold.

EASY TO OPERATE



The Permutit Water Softener is regenerated by one simply operated valve. No complicated adjustments.

NO CHEMICALS



Zeolite is not a chemical in the usual sense; it is an insoluble mineral substance manufactured by Permutit, which removes water hardness.

SOFT WATER SUDS BRING ENJOYMENT..

MAKE HOUSEWORK EASIER

Soft water bathing, with its rich, fluffy suds, is a delightful experience that leaves you fresh . . . radiantly clean. Skin retains its velvety softness . . . hair takes on new luster. Shaving is easy and comfortable with soft water's penetrating lather. Permutit conditioned water gives hours of extra leisure, too, by making every household task easier. No more bath tub

ring. Easy to keep sinks clean. Rinse dishes and glassware after sudsing and they dry to a sparkle without toweling. Clothes wash snow-white, soft and sweet-smelling without hard rubbing. (They last longer, too!) Woodwork and windows clean more easily. Here's a *new, more pleasant* kind of living for your whole household!



What size Permutit Water Conditioner do we need?

The size of Permutit Home Water Conditioner depends on the quality of the water to be treated and the amount of water your family uses. The harder the water or the larger the family, the larger the equipment required.

Permutit will be glad to analyze *your* requirements and tell you exactly what kind of Permutit unit you need to cure your water troubles. Just fill in the form below and mail it to Permutit. This puts you under no obligation whatever, and remember — whatever Permutit equipment you need, it quickly *pays for itself* in the big savings it makes. That's been demonstrated time and again!



TAKE THE FIRST STEP TOWARD
BETTER WATER AND BETTER LIVING

NOW

PASTE ON PENNY POST CARD AND MAIL

The Permutit Company
330 West 42nd Street,
New York 18, N. Y.

Please send me full information on the size and cost of Permutit Water Conditioner for my home. I understand that this places me under no obligation.

NAME

ADDRESS CITY STATE

Source of Water (Private*) (City) (Name of city supply)

No. of residents in home No. of baths

Do you have flushometer valves?

*If private, Permutit will furnish a special shipping container for a sample of water to be analyzed.

FREE Water Analysis on Request

If you are using a city water supply, an analysis will probably be in the Permutit file. Otherwise, The Permutit Company will be glad to make a special *free* analysis. A bottle and shipping container will be supplied for your convenience in forwarding sample.

Analyses of water supplies frequently have been instrumental in saving home owners heavy repair expenses for heating and plumbing systems, by detecting in time, hidden damage being caused by water. This is particularly important to prospective home owners, as the character of the water supply may greatly influence type and quality of plumbing to be specified.

Why Permutit is . . .

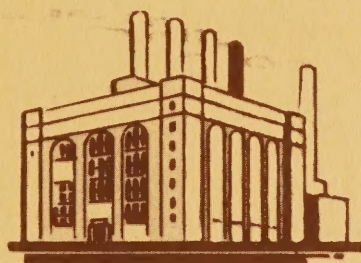
"WATER CONDITIONING HEADQUARTERS"

Permutit is the world's pioneer manufacturer of water conditioning equipment. Permutit can literally "tailor-make" a water supply to fit any requirement.

Permutit equipment is used throughout industry to control the quality of water used. Hundreds of municipalities provide their citizens with better water supplies through their Permutit installations. Thousands of home-owners enjoy soft, clean water from the Permutit Home Water Conditioner.

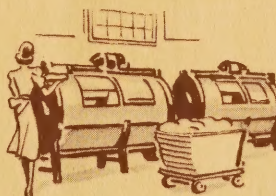


PERMUTIT SEAWATER DESALTING KIT
DEVELOPED DURING THE WAR
TO SAVE LIVES



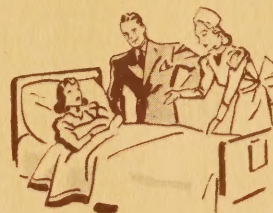
PERMUTIT WATER CONDITIONING
HELPS THOUSANDS OF PLANTS . . .

Hardness and other impurities in water supplies cause damage to precious equipment and slow down production. Thousands of plants prevent this with Permutit Water Conditioning.



ALMOST INDISPENSABLE
TO LAUNDRIES . . .

Modern power laundries know the value of soft water in soap saving and in turning out soft, white washes. Hundreds of them use Permutit equipment.



HELPS MAINTAIN
HOSPITAL SANITATION

Hospitals must be spic-and-span, sanitary, efficient. That's why so many use Permutit-conditioned water.

PERMUTIT

(PRONOUNCED PER-MUTE-IT)

THE PERMUTIT COMPANY • 330 WEST 42nd STREET, NEW YORK 18, N. Y.

THIS IS
THE LIFE!



PERMUTIT SPECIFICATIONS

	Expressed as:	MODEL OS-11	MODEL OS-15	MODEL OS-20	MODEL OS-28
Capacity	grains	21,000	38,000	68,000	132,000
Flow rate	gals. per min.	5.25	10	17.5	34
Wash rate range	gals. per min.	3.25-5	6-9	11-16.5	21-32
Pipe size	inches	1	1	1 1/4	1 1/4
Height	inches	59	60	61	64
Floor space	inches	12 x 25	16 x 33	21 x 43	30 x 59
Shipping weight	lbs.	300	490	1000	1900
Operating weight	lbs.	700	1,150	1,700	3,100
Softener tank diameter	inches	11	15	20	28
Area of bed	sq. ft.	0.66	1.22	2.18	4.28
Softener mineral	cu. ft.	1.75	3.17	5.67	11
Softener gravel	lbs.	26	56	98	220
Salt tank diameter	inches	11	15	20	28
Salt tank refill	lbs.	84	150	270	528
Salt per regeneration	lbs.	14	25	45	88
Regenerations per salt refill		6	6	6	6
Salt tank gravel	lbs.	12	21	52	114

HOW TO SAVE TIME, WORK, MONEY
... HAVE MORE TIME TO PLAY!